

The Rebel

OUTLAW, REVOLUTIONARY, MAVERICK

MY WHY:

To challenge the status quo. To liberate. To catalyse change.

CONGRUENT STATEMENTS:

I rebel, I disrupt, I challenge, I shock, I provoke, I liberate

MY HOW:

Disrupting, shocking, breaking the rules, diverging.

PEOPLE MIGHT SAY I'M:

Bold, edgy, radical, wild, audacious, principled, rebellious.

MY GREATEST FEAR:

To be trapped, powerless, or ineffectual.

MY SHADOW:

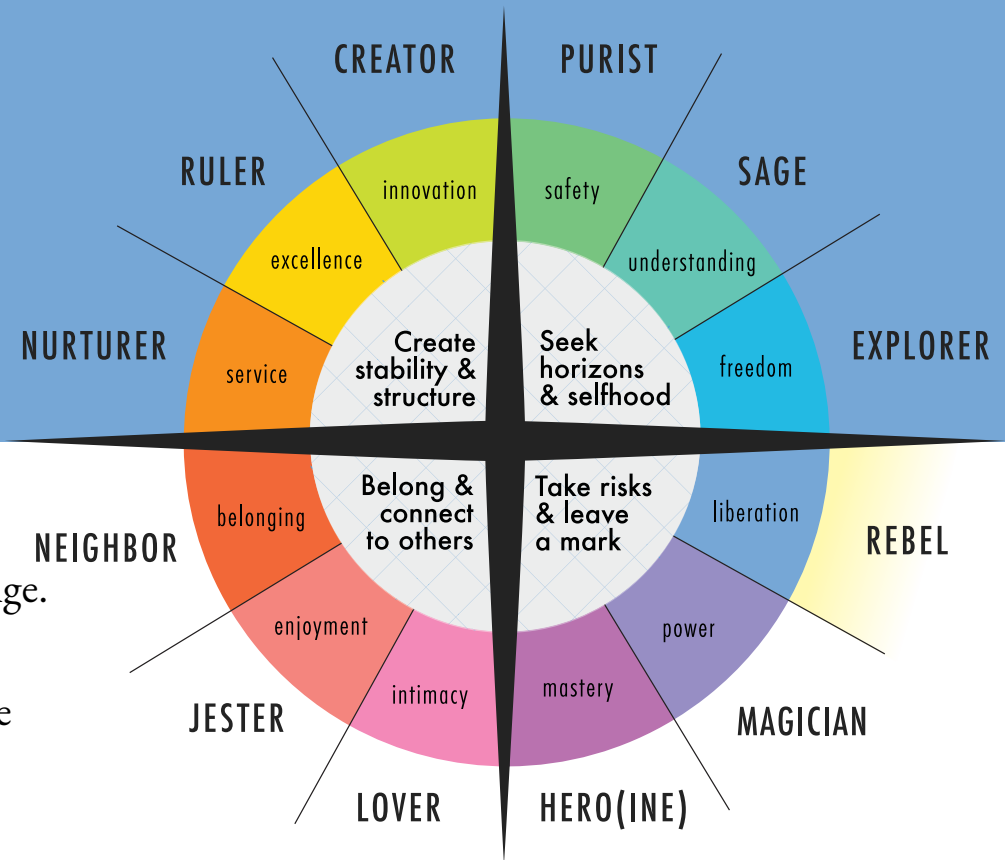
Righteousness, intimidation, isolation, dark moods.

MY VOICE:

Candid, raw, honest, provocative.

BRAND EXAMPLES:

Virgin, Lady Gaga, Harley Davidson, VICE, Vans, Diesel, Dr. Martens



**BRAVE
NARRATIVE**

Key Strategies

FOR YOUR REBEL BRAND

1. EMBRACE YOUR EDGE

You are a natural maverick and rule-breaker. How do you express that in real life? How can you bring that edge into your brand strategy, voice or visuals? Do you swear like a sailor? Do you have tattoos? As the rebel of the pack, make provocative imagery and language a part of your brand to stand out in the sea of same-ness.

2. SPEAK YOUR MIND

Don't be afraid to voice those strong opinions, as you are so naturally inclined to do. Many rebel brands make bold statements in their personal lives all the time, but tend to hold back in business to avoid turning off potential prospects. Though you may turn off some, those who 'get' you will LOVE you and more likely be ideal clients for you. Take the risk of polarizing and you could reap the rewards of building a following of mega fans.

3. START A REVOLUTION

Find something in your industry or market that is overdue for an overhaul and get to work turning it on its head. Recruit your audience in your cause and stand for something you believe in. Raise the rebel flag and take down the dictator of your choice to build alliances with like-minded mavericks and potential prospects.

Your Audience

THE REBEL'S IDEAL CUSTOMERS

DEEPEST DESIRES

The Rebel audience often feels at odds with society, and most longs to be liberated from an oppressive system or status quo. Unconventional to the point of radical, they seek to buck repressive norms and shake things up. Whether they are seasoned mavericks, seeking the next thrill or revolution to join, or more mild counterparts looking for more acceptable ways to break the rules, the Rebel audience wants to shake things up, let loose and find expression for their inner wild child. They may have a radically just cause close to their heart, or just a thrill-seeking personality, but either way, they long for the bold, the new, the wild and untamed. They are seeking expression and outlet for their own radical nature and will light up when you show up and lead the way.

BIGGEST FEARS & OBSTACLES

Your ideal customers are most afraid of being trapped, powerless or ineffectual against an unjust or stultifying status-quo; they often deal with anger stemming from a feeling of alienation in a society that disregarded or marginalized them, and their obstacles are the norms and conventions that oppress them.